



Data and Privacy File Guides

Apple Media Services: Playback Activity

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File name Playback Activity.csv

File description This file contains play position information for various content (for example, podcasts, videos, and so on).

Why Apple keeps this information Apple retains this information in order to enable the user to play back longer media items across all of the user's devices.

Field Name	Details
Item Reference	The identifier for the content
Item Description	The name or title of the content
Last activity timestamp	The date and time on which the play position was last updated
Playback position	The last play position for the content, in seconds
Play count	Number of times the content has been played
Has been played?	Whether or not the content has previously been played to completion

